

Fine Print

President's Message

Jeffrey Jacobs, 2013-2014 Chapter President



Dear Colleagues,

Can you believe it? Fall is already here! That is one of the things I like about Western New York – four distinct seasons. For most of my life, I have lived in a climate with only two seasons

– hot and not so hot. True, there are the lesser seasons of ‘pollen’ and ‘bugs’, but these are really a part of the hot season. If you don’t believe me about the bugs, just ask Debbie Cudzilo. She thought I was lying until she moved to Atlanta (for a year).

Like the seasons, change is inevitable. As you know, we are experiencing tremendous change in our industry along with an equal amount of uncertainty. The New York State Insurance

Exchange opened on October 1st, and its impact is certainly going to be felt in the next few months. The conversion to ICD 10 is also fast approaching, bringing challenges to providers, payers, and vendors. Now it is even more important that our Chapter fulfill its mission by providing pertinent and timely education opportunities.

Our Education Committee, led by Co-Chairs Bob Levesque (also our President-Elect) (*continued on next page*)

Rachel Davis Earns Fellowship Designation

John Eichner, Certification Co-Chair

The Chapter is pleased to announce Rachel Davis, Manager Revenue Analysis at Kaleida Health, has earned the designation of Fellow from National HFMA. Fellows act as ambassadors to the profession

by raising the standard of practice and service to the healthcare finance industry. Rachel currently serves as the Chapter’s Davis Chapter Management chair. A former Chapter Treasurer, Board Director and Educa-

tion Committee co-chair, Rachel’s Fellowship designation is well earned and well deserved.

Fall 2013

Welcome New Chapter Members:

Barbara Bukiewicz
Revenue Cycle/
Business Officer
Manager
Wyoming County Community Health

Jeffrey Morgan, CHFP
Interim Chief Financial Officer
Lake Erie Regional Health System of New York

Montique Williams
Sr. Decision Support Advisor
Kaleida Health

President's Message (con't)

“If you are considering advancing your career by adding the CHFP designation, I encourage you to take advantage of this opportunity.”

and Mary Mahaney, has several education sessions on tap to address these and other important topics. Please watch your inbox for save-the-date notices and program flyers. The information is also posted on our web site, which is expertly maintained by Jill Johnson. Volunteer opportunities are always available for these sessions. Topic suggestions are also much appreciated.

David Bonk and John Eichner, our Certification Co-Chairs, are working on revamping the study course for the CHFP exam. They will be using

newer technology to improve the depth of the material as well as its availability. If you are considering advancing your career by adding the CHFP designation, I encourage you to take advantage of this opportunity. As an incentive, the Chapter will reimburse members for the cost of the exam (not retakes) after successful completion. The license for the online study guide will need to be purchased by the member; however, this is not a requirement to take the exam. Continuing with the Change motif, our Social Committee Co-Chairs, Vanessa Hinderliter and Steve Chi-

zuk, are promising some new and unique upcoming events. Be sure to keep an eye out for further information.

Since this is the last newsletter before the holidays, I wish everyone a safe and happy holiday season. I also want to thank everyone for your continued support and the Officers, Board Members, and Co-Chairs for their hard work and dedication, especially the Newsletter Co-Chairs Stephanie Bottomley and Jill Johnson who are waiting patiently for me to finish this letter.

Western New York Chapter Members at the Region 2 Fall Institute



(Left to right) Jennifer Dunn, Jill Johnson, John Eichner, and Jessica Landers at the Music & Munchies night at the Region 2 Fall Institute at Turning Stone Resort & Casino



(Left to right) John Eichner, Jessica Landers, Bruce Liebel, Steve Chizuk, Stephanie Bottomley, Jim Stabel, Jennifer Dunn, Joe Romano, and Russ Previte at the Music & Munchies night at the Region 2 Fall Institute at Turning Stone Resort & Casino

Webinar Education Opportunities

Robert P. Levesque, President-Elect

In recent years, webinars have become very popular as a means for health care professionals to stay abreast of the ever-demanding changes that continue to take place. Foremost among these has been the implementation of the Affordable Care Act and its impact on providers, payers and nearly everyone involved in health care delivery. Of course, there are many other areas of health care that professionals need to keep up with.

Both National HFMA and Region 2 have expanded the availability of webinars for its health care finance professionals. For National, there are scheduled live webinars every month. In addition, there are a number of On-Demand webinars that are available. All webinars offered by HFMA provide finance professionals timely healthcare topics that also earn CPE credits. On-Demand webinars are available one calendar year following the live webi-

nar date and year. All webinars are eligible for CPE credits. Most webinars are free for HFMA members and currently at a cost of \$99 for non-members. To access, go to www.hfma.org, click on Education, then Online and either Webinars or On-Demand Webinars.

Region 2, comprised of the six New York chapters, including Western New York, and the Puerto Rico chapter, has expanded the availability of Regional webinars in recent years. There is a Webinar Committee that is currently comprised of 20 members representing all seven Region 2 chapters. This year's Chairman is Bob Levesque from the Western New York chapter. The Co-Chair is Tige Monacelli from the Northeastern New York chapter. The committee sets goals and a tentative webinar schedule in early June, or at the beginning of the chapter year. They then schedule a monthly conference call for tracking and

updating the schedule.

The following is a summary of the Region 2 webinars for the past three years:

- 2011-2012: 11 webinars, 930 total attendees
- 2012-2013: 14 webinars, 1,200 total attendees
- 2013-2014: 18 to 20 possible webinars, 3 held, 3 scheduled as of 10/15/2013

Webinars provide timely education, at no cost to HFMA members, are eligible for CPE credits, are usually scheduled from one to two hours, are continuing to expand, and can be accessed without having to leave the office. So, why not take advantage of their availability?

For questions or additional information, contact Bob Levesque at blevesque2@verizon.net.



“Webinars provide timely education, at no cost to HFMA members, are eligible for CPE credits, are usually scheduled from one to two hours, are continuing to expand, and can be accessed without having to leave the office.”

**2013-2014 WNY
Chapter Officers**

Jeffrey Jacobs
President

Robert Levesque
President - Elect

Christopher Eckert
Secretary

Paul Vinkle
Treasurer

Board of Directors

Class of 2014:

Stephanie Bottomley
Susan Brown
Ryan Caster
Michael Courneyea

Class of 2015:

Steve Chizuk
Jill Johnson
Jessica Landers
Mary Mahaney

Committees

Education:

Robert Levesque
Mary Mahaney

Membership:

Ryan Caster

Reimbursement:

Russ Previte
Paul Sweet

DCMS & Founders:

Rachel Davis

Chargemaster:

Jessica Landers

Certification:

David Bonk
John Eichner

The Regional Front

Bruce K. Liebel, FHFMA, Regional Executive 2013-2014

Welcome to the fall edition of “The Regional Front,” an article providing information to the chapters of Region 2. As always, feel free to contact me at bliebel@ecmc.edu for any regional topics you would like discussed.

A few noteworthy items to share:

**FALL
PRESIDENTS
MEETING:**

In August we held our annual Fall President’s Meeting (FPM), with the chapter Presidents and President-elects. The FPM, a DCMS requirement, proved successful in providing idea sharing, problem solving, and collaboration amongst the chapters. Discussions focused on the increased importance of the webinar committee in meeting education requirements and the possibility of chapters working together to provide certification training.

With presentations from National HFMA

Board Member, Becky Speight, National HFMA Representative, Jinna Davis and Region 2 Treasurer, John Cousins, attendees were able to gain a greater understanding of HFMA strategic initiatives, services provided from the national organization and the workings and finances of our regional treasury. The FPM also allowed the chapters the opportunity to provide me feedback to present at the Executive Council Meeting in Chicago, this November.

The meeting was held at the Hotel El Convento, in Old San Juan, Puerto Rico, and participants were especially grateful for the hospitality provided by the members of the Puerto Rico Chapter.

**REGION 2
CONFERENCE:**

Our largest event held



as a Region, the Annual Region 2 Conference, was held October 9 – 11, 2013, at the Turning Stone Resort & Casino in Verona, N.Y. With over 400 attendees, 55 exhibitors, as well as numerous other sponsors, it proved to be one of our most successful conferences in recent years. This was made possible, not only with the work of a dedicated group of coordinators (Chris, Christine, Cindy, Karen, Raphael, Scott & Will), and the RE-Elect, Teresa Figueroa, but also the chapter Presidents & President-elects who handled the breakout sessions, and the many volunteers who gave their time helping stuff bags, registering participants, and handling the book signing. Our success is

due to the efforts of many, which was much appreciated.

This year's theme was "Healthcare 2013 – Accept the Challenge" and the speakers provided much insight on healthcare reform and the important work that we, as healthcare professionals, are entrusted with to make our facilities meet these challenges. After the first evening's network reception, which featured comedian Rob Lederman, the conference opened with great presentations from National HFMA President, Joe Fifer and 2013-14 National HFMA Chairman, Steve Rose. Following Keynote presentations from Dr. Jonathan Niloff and National Health Care Policy Expert, David Merritt, attendees had more choices this year in the breakout sessions offered, that not only provided education on current topics, but allowed them 'take-backs' to help meet the challenges in their jobs. Friday's keynote speaker, Lauren Manning, was truly inspiring, while the general Medicaid Update Session from John W. Gahan, Jr.

was informative as always.

I've received much positive feedback; here's one example: *"Congratulations on a wonderful job planning, running and hosting the HFMA Region 2 Conference in Verona last week. I personally thought it was outstanding and heard lots of good feedback from all the hospital people that talked to. Well Done! We have been to several regional HFMA meetings lately where the provider turnout was very low. Region 2 is a wonderful exception. I think the quality of the presenters made a real difference as well as the strong relationships that the chapters seem to have with the members. You are all to be congratulated for pulling off such a great event."*

Great education, inspiring speakers, supportive sponsors and networking opportunities were all a part of the Region 2 Fall Institute again this year. The committee will be meeting soon to review the evaluations and then start planning for another successful Institute in 2014 at the

Turning Stone Resort & Casino, October 21-23.

REGION 2 WEBINAR COMMITTEE:

What is becoming of greater importance in meeting each chapter's education needs is the work performed by the Region 2 Webinar Committee. It appears that it is getting more difficult for our members to get out of the office to attend meetings, so many of them are receptive to gaining education through the Region 2 webinars.

Under the direction this year of Bob Levesque, from WNY, the committee convenes regularly via conference calls, to plan, set-up and set in motion, an increasing number of webinars on various topics. Hats off to the following members of the Region 2 Webinar Committee:

Central NY - Karen Carter, Katie Taylor, & Michele Mecomonaco

Fall 2013

Social Events:

Steven Chizuk
Vanessa Hinderliter

Sponsorship:

Jennifer Dunn
Larry Nowak

Patient Access:

Susan Brown
Peggy McDonough

Patient Financial

Services:

Susan Brown
John Galley

Link Committee:

Michael Cournyea
Jeffrey Jacobs

Hudson Valley - Lillian Gamble, Camille Fremont, & Christina Santullo

Metro NY - Cindy Strain, Diane McCarthy, Diane Masi, & Ed Schmidt

Northeast NY - Karen Richards, Rabin Kayastha, Jean Russell, & Tige Monaelli (Co-Chair)

Puerto Rico - Ari Castro

Rochester - Hugh Chisholm

Western NY - Bob Levesque (Chair), Jeffrey Jacobs, Mary Mahaney, & Pam Thanki

Long-Term Care Institute

Kristin M. Anderson, CPA



The Third Annual Long Term Care Institute was presented September 23 at Classics V to a crowd of 70. Carol Cassell, a Principal in Freed Maxick’s Strategy and Performance Improvement Practice, set the stage for the day by describing the transformation that is underway in the Long Term Care industry. New delivery models seek to increase quality while decreasing costs, and early models emphasize greater risk sharing and a move from the Medicaid fee for service model to managed care. This shift to a managed care environment will require providers to understand their cost drivers from the patient/resident level, a major shift in understanding and skill set for providers.

Jack Sieber and Mohan Shetye delved into how to use business intelligence applications to drive business decisions and strategy. Business intelligence is needed, says Siebert, because “declining payment levels make it critical to

understand where we make money.” A business intelligence application will give decision-makers a single source of information and uncover trends. Cost accounting and business intelligence can uncover powerful information, but it is just as important to understand what is useful for the end users of the information. Data drawn out of the system will be used differently for internal customers than it will for a managed care plan or health care provider partner.

After lunch, Patrick Cucinelli, Senior Director of Public Policy Solutions at Leading Age New York, focuses on current reimbursement and policy issues. He assessed the state of the Federal budget as “nowhere near any sort of agreement” and illustrated that point by reminding the audience that the debt ceiling debate continues from three years ago, 2010. Cucinelli relayed that our state is not popular with the Republican-led House, and that we can

continue to expect higher scrutiny. On a brighter note, the Department of Health recognizes that the capital component of the Medicaid rate is important to the viability of most providers in New York, and the DOH is an ally in our efforts to preserve the capital component of the Medicaid Fee for Service rate. The 2% across the board cut in state funding remains in effect, and the nursing homes non-reimbursable 0.8% assessment is in place through at least March of 2015. The Fully Integrated Dual Advantage (FIDA) waiver was granted to New York State, and Cucinelli encouraged the audience to pay careful attention to its progress because the State sees this “as the holy grail of what the state is hoping to achieve with Managed Long Term Care (MLTC).”

Damon Morey delved into the finer points of the Americans with Disabilities Act (ADA). Abigail Flynn-Kozara reminded us that the

ADA “prohibits discrimination against individuals with disabilities who are otherwise qualified to perform the essential functions of the job with or without reasonable accommodation.” She said that the definition of disabled has become quite encompassing. For example, someone who cannot lift 20 pounds is likely to be disabled, and the employer is required to make a reasonable accommodation for them. This liberal interpretation of a disability has increased the importance of a well-written job description that details the essential function of the job. An employee must cooperate with the employer to determine whether an employee has a disability, and what accommodations are possible. Flynn-Kozara recommended that managers partner with Human Resources, consider accommodations during the application process, not to tolerate poor performance unrelated to a disability, and to partner with outside agencies such as the Job Accommodation Network. Randolph Oppenheimer closed the presentation with best practices on disciplinary action. The

first and most important step in applying disciplinary action is to hire the right person the first time. Holding employees accountable to a consistent set of policies is integral, as is documenting all educational and disciplinary actions. If a discrimination suit is brought against an organization, The New York State Division of Human Rights and the U.S. Equal Employment Opportunity Commission will be reviewing personnel files for application of a “reasonable policy applied consistently across the board, progressively, and in writing.” Therefore, it is important to document all “interventions” in a positive coaching tone. The documentation should contain performance expectations and the understanding that the employee and employer agreed upon. Oppenheimer closed with these words of advice: “Invest in training upfront. Make sure supervisors know what performance is expected, and that they must consistently enforce those expectations.”

Lawley completed the day with an update on

Health Care Reform by focusing on the most recent changes and delays to the ACA, and how these changes will affect employers. John Cureo, a benefits consultant for over 15 years, gave as complete an update as possible in an environment that has been experiencing constant change since its inception. For example, the mandated employer assessment and reporting of covered lives has been delayed for one year, but Cureo encouraged those in attendance to begin their assessments this year because the computations to determine whether an employee is considered full time are complicated. By creating a system and using it for a year before implementation is required, organizations will be prepared for its eventual implementation. He also reviewed the progress New York State has made on their Health Insurance Exchange. The website is www.nystateofhealth.gov and will be operational on October 1st. It is important for employers to know that anyone can purchase insurance over the exchange, but those employees who work for

an employer who offers “affordable” coverage are not eligible for a tax subsidy. Employers should direct an employee who has questions on the Exchange to “Navigators” that will be available both in person and via phone.



Partnering with HFMA

Larry Nowak, Sponsorship Co-Chair

Our 2014 Corporate Sponsorship drive is underway! Watch for our Corporate Sponsorship Program Brochure in your e-mail inbox. You can also access our 2014 Corporate Sponsorship Brochure from our website www.hfmawny.org. We encourage organizations that appreciate the value provided by the Western New York Chapter HFMA to join our Corporate Sponsorship program. There are sponsorship levels for every budget and each level provides a unique set of benefits for our corporate sponsors. For more information or to partner with the Western New York Chapter HFMA, contact one of our sponsorship co-chairs: Jennifer Dunn at JDunn@KaleidaHealth.org or Larry Nowak at LNowak@KaleidaHealth.org.

As a volunteer organization, the Western New York Chapter HFMA provides quality education to our members and others. During the past year, our chapter has provided a total of 3,643 education hours or an outstanding 18.5 education hours per member. This earned the Western New York Chapter HFMA a Silver Award for Education and The C. Henry Hottum Award for Educational Performance Improvement. This could not be accomplished without our corporate sponsors. Our corporate sponsors enable us to bring national and regional presenters to Western New York to provide timely education sessions to our members at a cost that is affordable to both our members and their employers.

We would like to express our sincere appreciation to our 2013 Corporate Sponsors:

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Summit Healthcare Solutions

Upstate New York Transplant Services, Inc.

Univera Healthcare

Education Save the Dates

Watch your email for formal announcements and registration information.

Webinars

- October 23, 2013** **Medicare Non Physician Practitioner Billing**
Presented by Deloitte & Touche
- October 31, 2013** **The Patient Experience and Your Revenue Cycle**
Presented by Casey Williams, VP of Direct Healthcare Sales at RevSpring
- November 1, 2013** **Measuring Operational Performance Using Lean Methods**
Presented by Healthcare Excellence Institute

WNY Programs

- November 5, 2013** **Observation Services**
Presented by Jean Russell and Executive Health Resources
- November 14, 2013** **Compliance Update**
Presented by Health Law Partners & Hodgson Russ
- December 5, 2013** **CFO Panel**
Representatives from providers and payers will discuss pertinent financial issues
- January 8, 2014** **Chargemaster Review**
Presented by Jean Russell
- January 21, 2014** **Lean Revenue Cycle Training**
*Presented by Healthcare Excellence Institute
(Joint program with the Rochester & Central NY Chapters)*

Region 2 Fall Institute Healthcare 2013 - Accept the Challenge

Jill Johnson, Newsletter Co-Chair

“Americans are plagued by IOS - Information Overload System.”



The Annual Region 2 Fall Institute once again made its way back to Turning Stone Resort and Casino in Verona and was held October 9 - 11, 2013. As anticipated, the central theme of the conference focused around the ever changing healthcare environment, in the wake of the Affordable Care Act (Obamacare) and with the country facing the government shutdown.

Joseph J. Fifer, FHFMA, CPA, President and CEO of HFMA, kicked off the conference by discussing the perceptions of HFMA and the healthcare industry and HFMA’s role going forward, in providing tools for provider transparency.

Steven Rose, FHFMA, CPA, 2013-2014 Chair of HFMA, offered an interesting perspective: Is healthcare really a bridge to nowhere? Is the current mission of healthcare like that of

Apollo 13, in that we, as healthcare providers are trying to fit round pegs in square holes?

Steve’s presentation included a lighthearted guide to the implementation of the ACA, titled the Youtoon Guide to Obamacare. He also affirmed that even when times are challenging, change can be done by doing *Whatever It Takes*.

Steve suggests that Americans are plagued by IOS - Information Overload System. The symptoms were shown in a short video clip, reminiscent of an episode of *The Office*. Information and technology meant to make us smarter is actually making us stupid. However, while we can make fun of the world of people glued to their iPhone, such technology is in fact advancing the healthcare field. In one clip, the audience viewed a physician who has taken his iPhone be-

yond the realm of texting and Facebook, and by purchasing a \$199 piece of equipment, roughly the size of an iPhone case, that integrates with the iPhone, a patient can have an EKG reading while in their doctor’s office. The information is real-time, the doctor can view the data instantaneously, and the patient avoids an \$800 bill by having the test done. Is the future really headed towards leaving the doctor’s office with 4 to 5 iPhone apps rather than 4 to 5 prescriptions? It surely looks that way, but will it be accepted? Probably not universally at first.

David Merritt, Partner and Managing Director with Leavitt Partners confirmed that HFMA is in good hands. He walked attendees through the current dynamics of the government shutdown, coupled with Healthcare Reform. The Affordable Care Act is about



Comedian Rob Lederman and Regional Executive Bruce Liebel

expanding insurance coverage for Americans and creating new entitlements - bottom line - insuring more people. However, there are a ton of uncertainties. Will Republicans continue to fight, even though they are slowing coming around and beginning to push for Medicaid expansion? Only time will tell.

Perhaps the most sobering session of the conference was provided by the Keynote Presentation of Lauren Manning, who was a former executive at Cantor Fitzgerald. Lauren's life changed on September 11, 2001, as did the lives of countless people. However, it was because of a Labrador, an apple pie, and a house key, that she was delayed in arriv-

ing to work that morning. Lauren did not escape without injury, having arrived at the World Trade Center just before the first plane crash happened. Her amazing story of strength and survival captivated the audience.

In addition to various breakout sessions covering topics from Accountable Care Organizations to Merger Readiness, attendees also enjoyed the annual Medicaid Update from John Gahan. As John promised, he did not keep us one minute past 1:15.

Special thanks to all of the members of the Region 2 Fall Institute Committee for their hard work in putting together such an informative program.



Keynote Speaker Lauren Manning and Regional Executive-Elect Teresa Figueroa



Presenter David Merritt, Partner and Managing Director with Leavitt Partners



Steven Rose, FHFMA, CPA, 2013-2014 Chair of HFMA



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FREE WEBINAR

Hosted by the Region 2 Chapters of HFMA

Presented by RevSpring

Join us October 31st, 2013 from 2:00 to 3:00pm

“The Patient Experience and Your Revenue Cycle” Webinar

KEY POINTS OF THE PRESENTATION

This presentation highlights the financial implications of the patient experience on healthcare organizations, the revenue cycle's influence on how patients perceive their quality of care, and concludes with some strategies and best practices to optimize patient interaction within the revenue cycle.

Major topics of the presentation include:

- The shift from patient to consumer
- Current patient perceptions
- Influencing patient perception
- The life time value of a patient
- The revenue cycle influence
- Getting started (best practices/strategies to improving the patient experience)

About the Speaker:

Casey Williams, Vice President of Direct Healthcare Sales at RevSpring; Casey has twelve years of experience in developing customized patient communications and payment solutions for over 100 healthcare revenue cycle clients. RevSpring's current dynamic patient communication process can be attributed to Casey's understanding of client perspectives, pain points, and the overall patient experience. Casey attended Bowling Green State University with a focus in Interpersonal Communications and is a football alumnus from 1997 - 2001. He has held various leadership positions within HFMA, AAHAM and COPAM and is a current board member with the Newark Church of the Nazarene and The Wyatt Adkins Heart Organization.

For more information and to register, visit the following link:

<https://www4.go2meeting.com/register/475167543>

Registration Fees are **FREE** to both *HFMA* Members and Non-Members: CPE Credits: 1.0

In order to receive CPE credit for this session you will be **required** to register and log on to the event individually.

Additional Contact Information:

Mary Mahaney

Phone (716) 859-8380

mmahaney@kaleidahealth.org

Please note that handouts, links and dial in information for this session will be sent 24-48 hours prior to event.

NYS Education Department Sponsor License # 000337

HFMA Metro New York Chapter is approved as a New York State CPE Provider in the area of specialized knowledge and applications. In accordance with the standards of the National Registry of CPE Sponsors, the total credits have been rounded down. CPE credits have been granted on a 50-minute hour.

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PEERS
 - YOUR -
STAFF
 - YOUR TIME TO -
SHARE

Member-Get-A-Member Program

"I turn to HFMA to keep up with the rapid change in the profession, enhance my career, and strengthen our chapter. HFMA delivers the essential information that healthcare financial management professionals require to stay on top of their game and ahead of the curve."

Mark A. Hartman, FHFMA, CPA, Arkansas Chapter



HFMA members are leading the change in the healthcare finance industry. Help build the momentum. Invite your peers, your staff, and others in your organization to join the nation's leading membership organization for healthcare financial management executives and leaders - HFMA.

Recruit new HFMA Members and you could win:

- HFMA apparel item, duffel bag, or smartphone accessory
- \$25, \$100 or \$150 Visa Prepaid Cards
- Cash prizes of \$1,000 or \$2,500
- Apple iPad Mini
- Grand Prize of \$5,000*

Visit hfma.org/mgam for details on the program.

*Grand prize of \$5,000 will be paid as follows: \$3,000 for the winner and \$2,000 donated to a charity of their choice.



We're on the web

www.hfmawny.org

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